

PARKERGRAMS

A little Journal of Inspiration and Helpfulness published every once in a while by the Parker Pen Co., Janesville, Wisconsin

Write it 1916

...

The New Year is
With Us

...

Greet it with
the belief that
it's going to be
the best of all
the years

...

SERVICE

Our organization has undergone during the past year some changes so we believe we have during the past twelve months given more efficient service than ever before. During the Holiday rush, every bona fide order coming to us was filled the same day as received. Is not that good service?

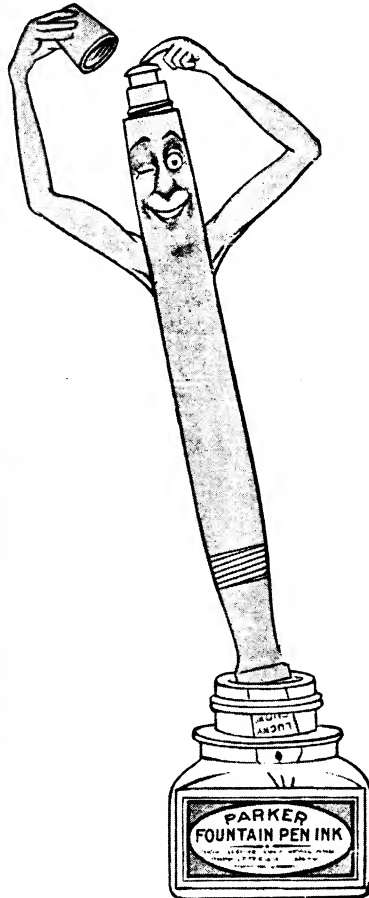
We call to mind one order for a quarter of a gross of SAFETY SELF FILLING PARKER PENS. This dealer was in a great rush for the order and which reached us at eight o'clock in the morning. We keep constantly in touch with the outgoing expresses and we found that by getting this on the train at 9:30, this dealer would get it the same day, and he did.

All of our shipments have been made so as to get them out at the very earliest possible moment and in the most advantageous way. It is a pleasure to us to surprise our dealers who have favored us with the late business, to get the goods to them actually before they expected them. We know when a man orders one pen or six dozen during the Holiday rush, he wants them and he wants them badly. He does not want them a day after Christmas, but wants them just as quickly as he possibly can get them and this is the reason we give rush attention. Our factory and shipping department have worked early and late and into the night. We are almost ashamed to tell it, but one night our shipping department worked until one o'clock and that into Sunday in order that the Saturday orders might get on their way so as to reach destination as early Monday as possible.

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Don't spend too much time looking for the man who wants to buy a gross, but give a lot of attention to the man who wants to buy one pen. Remember, if you please him, he has friends who may also want to buy.

Easy to Fill



Millions
Know
Him

He will work
for you and
fill himself

PARKER
LUCKY CURVE
**SAFETY SELF-FILLING
FOUNTAIN PEN**

SAID ONE OF OUR CUSTOMERS

"I never was particularly interested in the Parker line until you commenced to advertise the figure of that little Funny Man pressing the button. When I saw this, I had to smile and as I smiled, I came to the conclusion that, in that smile I was learning something and that was the EASE WITH WHICH THE PARKER SAFETY PEN IS FILLED."

This man expressed the very thing that we had in mind, viz.: of showing the public by this little Funny Man figure painted on a fountain pen, the ease with which the Parker Self Filler is filled and making use of a vehicle of a pleasant thought to do it.

By the way, is a man not in a more receptive mood when he is feeling pleased and smiling and is he not more susceptible to the thought you wish to get to him than he would be if his mind was clouded with unpleasant thoughts that would fill his mind like smoke fills a room?

At any rate, the advertising we have been doing during the past year has made for us many new customers and has increased the business of the old ones. Confidentially we are going to tell you that this pen has had the most remarkable history which we believe

has ever been accorded a fountain pen. Hardly more than a year old in its present form, yet today EIGHTY per cent of our output is for the Parker Safety Self Filling Pen.

Do you wonder that you in common with other dealers have been sending in rapid fire repeat orders? If you could have been in our office just prior to the Holidays and seen the telegrams of rush orders to all parts of the compass, you would readily recognize the fruits of the insistent demand of the consumer upon the dealer.

We believe one of the most exceptional opportunities is presented to you this year in making a fountain pen record. Will you avail yourself of it?

No fountain pen department will run by itself. You have got to have a good man behind the counter of pleasing personality—a salesman who knows HOW TO SELL GOODS just exactly as much as the finest locomotive in the world must have a good engineer and a man who knows how to open and close the throttle and to do one hundred and one other things necessary for the extraction from the locomotive the power that lies within its bowels.

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What comes from the heart, goes to the heart.—Proverb.

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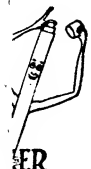
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"AIN'T IT THE TRUTH?"

With Apologies to Rockford "Service."

How some show-windows, with dust-covered panes and unnatural wax figures draped by inartistic hands shout poor quality at you; and others with large clear window glass that lets in the light of day upon almost human figures, will beckon and nod in the most friendly manner for you to come in and buy.

It may be that in reality the former store has the better values, but owing to our judgment being biased by the law of association, we do not always come to a true conclusion.

If we see Bill Jones coming out of a barroom, we set Bill down as a tippler, when as a matter of fact, he may have entered only for a drink of water.

Because we are prone to judge things by their associations, business men who wish to be successful should not tolerate cheap-looking furniture in their office, disorderly dress among their salesmen, ugly stationery for correspondence, nor crude printing on their business literature.

Consider, if you will the dealer who sells fountain pens. You look at his case. It may look neglected. Present an assortment of "picked over" appearance contain more of third rate dollar junk than of standard known to be good pens. Result no sales; everybody supplied, trade over until Christmas.

Now note the difference of the dealer not in above class. Case clean; well filled, stock nicely arranged and labeled holders bright and shiny. Service polite and attentive, courtesy always there, with a pleasant smile and a "thank you" when the sale is made.

Trade is always good with such a dealer, if it is not, he keeps it to himself.

Then the law of association comes in and attaches our poor opinion to everything connected with the firm using the cheap-looking goods even to the merchant himself.

Now the remarkable thing is, that no matter how good the merchandise is in reality, if we have become prejudiced to it in the beginning, it never will receive that complete praise which the superior article merits. We shall ever be looking for defects, where otherwise, we should be seeking perfection.

Health is the most admirable manifestation of right living.—Humbolt.

PRIZES

Last year you will remember that we offered a prize of a Parker Fountain Pen for the Most Popular Young Lady in the town where this contest was held. Any dealer who wishes to run this contest is still eligible. We furnish the plan and the prize but the dealer furnishes the advertising and puts on the contest and must agree to advertise it in his local paper, daily if there is one and weekly if there is not a daily. He must make a window display of advertising material, etc., which we will send.

This year, however, we are going to offer a Parker Fountain Pen to a different class. That is, to the boy or girl in the public school. The use of fountain pens are becoming more and more plentiful in the public schools, both for the students and the teachers. The following is the proposition: A prize of a Parker Safety Self Filling Pen to the boy or girl who will write in the fewest words why a student should use a fountain pen—especially a Parker Safety Self Filling Fountain Pen.

Markings will be given for intelligent reasons why preference is given the Parker Pen as well as for composition, punctuation and general style. A knowledge of the simplicity of the mechanism of the Press the Button filling device of the Parker Safety Self Filling Pen, also of the safety device itself and the reasons for their use, will all be considered in awarding the prize. We will furnish the prize and the plan, you to advertise it locally, make window display, appoint the judges and actually carry in stock a reasonable assortment of Parker Lucky Curve Pens at the time the contest is being run. Write us for particulars.

Take heed of many—advice of few.—Proverb.

THE MOVIE FILM

The more we learn about this great method of advertising, the more we are convinced that here is a great big sleeping giant that need be but awakened in order to PRODUCE RESULTS that are very much out of the ordinary.

What is known as the "Funny Man Film" was our first experience in this kind of advertising. We had one of the movie films gotten up at a large expense, and it has now been exhibited in over a hundred cities. So far as we know, not a single dealer has been dissatisfied with the results where it has been properly run.

On the contrary, we have received so many enthusiastic letters and noted the increased activity of the accounts of dealers who have run the films; hence our remarks in the opening paragraph.

To be sure, we make a small rental charge for the film. Some time ago one of our dealers remarked to our traveler that he was not going to especially advertise Parker Pens for the benefit of the Parker Pen Company. When he saw, however, that the use of this film was purposely designed for his own LOCAL ADVERTISING CAMPAIGN, and that it furnished the CONNECTING LINK between our national advertising campaign and his store, and that it not only helped him sell fountain pens but it ADVERTISED HIS STORE as perhaps no other piece of advertising would do, he requested the traveler to have one of the films sent him.

It should be borne in mind that the dealer's name and business occupies the last five feet of the film and is the climax as it were of the film.

One dealer told us a man came into his establishment and wanted to buy one of the \$4.00 fountain pens such as he saw in the movie the night before where the little man pushed the button in the head. While he was waiting on this customer, a lady—the wife of a prominent man in the city—came in and said she wanted to get her husband a pen like the one shown in the movie show. Her husband already had a Parker Jack Knife, but he was so pleased with the idea of the Self Filling Pen that he said if he had money enough, he would like to own one of these as well so his wife wanted to surprise him and give him the pen which she did.

These are only samples of what this film is doing for dealers. If you want one please sign the enclosed card and return it to us and we will be pleased to enter your order. Please sign the card the way you want the film photographed for your name to appear.

Industry is the parent of fortune.—Proverb.

PEN DEPARTMENT

To raise a profitable crop of corn or cotton much more must be done than merely putting the seed in the ground and saying "go to it old corn field, bring me a good crop" and then forgetting all about it until fall.

It would be a pretty punk farmer who would follow such a plan.

Yet some people try to do a pen business in a way just as logical.

The time is now ripe to dignify your pen business by creating a PEN DEPARTMENT, and not merely putting in a few pens with no specialized person in charge, but rather every one in the store taking a whack at it when a pen is called for. The person in charge should be the best salesperson in the store. One noted ability, industry, tact, courtesy, patience, intuition with an ability to help the customer to make a selection which will be so pleasing, that he will be a booster always for your store and service.

Take the pen business out of the hap hazard indifferent way that has retarded it heretofore and place it on a scientific basis.

Do this and your efforts will be rewarded beyond all expectations.

The business is there but it must be gone after in the right way.

Now that you may secure a real floor case with an assortment as low as 6 or 8 dozen no longer present a possible objection even from a small dealer.

SHOW CASES

One of the most important announcements we have to make for the new year is the fact that we are going to offer our friends who have felt that a twelve dozen or eighteen dozen size floor case was too large, the opportunity now of securing one with an order for six-dozen or eight-dozen.

Of course the six-dozen floor case necessarily is not as large as the twelve-dozen or eighteen-dozen but it is indeed a handsome affair. It will give an "air" to your fountain pen department such as you have never before had without the use of one of the floor-cases. The eight-dozen is larger and necessarily a finer case than the six-dozen size.

Either one of these cases go with a corresponding number of pens as above.

Cuts and photos of these cases are being made but unfortunately not in time to appear in this issue of Parkergrams.

Write us if interested.

What appears to be calamities are often the sources of fortune.—Proverb.

A NEW SIGN

We have an exceedingly neat little brass easel sign about 3 x 6 inches which goes on the showcase or anywhere you want to stand it up.

STILL ANOTHER

We are getting out a beautiful sign lithographed in a way that it resembles a marble sign and shows the little Funny Man pressing the button with a twinkle in his eye and the sign has the caption "easy to fill." Every dealer whose account is an active one will be sent one of these signs some time during January. If you do not get yours or if it does not arrive in good order, please notify us and a duplicate will be sent.

"He only is a well made man who has good determination."

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Feb 1916

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WHY NOT?

"Wise Men Change Their Minds but Fools Never." Thus said old Epitucus, more than two thousand years ago.

What the old Grecian philosopher said is just as true today. No man is 100% wise. The biggest and best business firms in the country make mistakes and often costly ones but it is a good plan to remember that "Success Does Not Consist in Never Making a Mistake But in Never Making the Same One Twice" as Josh Billings said.

The man who never does anything probably makes few mistakes, the principle one of which is, however, inactivity.

There are men who make phenomenal records selling Parker Pens about two months preceding the holidays. Immediately after the holidays they commit the grievous error of thinking there is no more pen business until the following season and the pen business is then put in "dry dock."

The writer will confess that he was somewhat of that opinion until an investigation of the subject opened his eyes and opened them wide at that. We will all have to take off our hats to the big department stores in the cities because in order to succeed they must succeed by scientific methods and by the volume of business in spite of the fact that the cost of doing business in the big cities is many per cent. greater than it is in country.

Is it not wise therefore to analyze some of the above reasons which makes these big stores pay twelve months in the year?

Without going into the subject generally let us take the subject immediately under consideration, that of the selling of fountain pens. An exhaustive inquiry and tabulation of these inquiries of leading department stores in one of the largest cities in the country, resulted in this astonishing showing—that their fountain pen business, which has grown to be a large one, averages up almost the same for each and every month, with the exception of December.

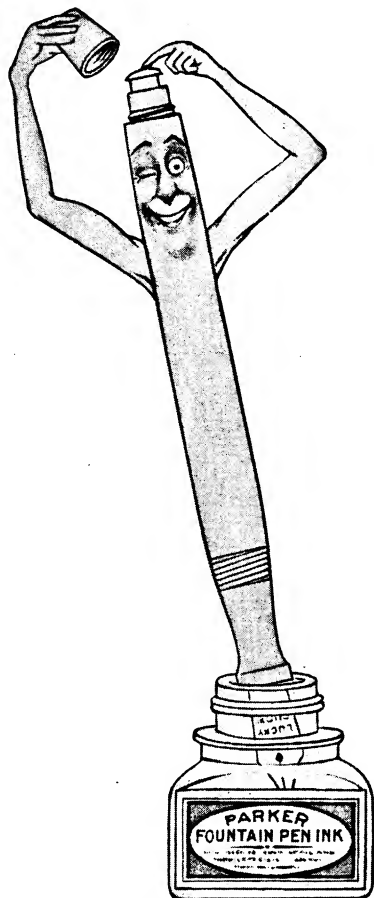
To some this may seem almost unbelievable but it is a fact nevertheless and these statements are based upon actual sales. It is logical too, when you stop to think of it. There is no more "season" for selling fountain pens than there is a season for babies to be born; they are in season all the time. Therefore when a man loses his fountain pen and desires to purchase a new one, or a prospective has about come to the point where he feels life would have additional joys for him to own a Parker Self Filler, why should he wait until the following Christmas season to make his purchase?

No reason in the world why he should and altogether improbable that he will but he goes to the dealer whom he thinks can furnish him with the particular pen he wants, whether it is in January or in June.

Therefore would it not be a good time to resolve, if you have been in error in thinking that the fountain pen business has been confined to the two last months of the year, to change your selling methods?

be positive; he must have the courage of his convictions; he must act;

Easy to Fill—



He will work for you and fill himself

This little grotesque figure of the Funny Man has become nationally known. Looking out of the advertising pages millions of times, and always with the smiling face.

He will carry the same message this year.

PARKER
LUCKY CURVE
SAFETY SELF-FILLING
FOUNTAIN PEN

he must do. The man who believes he is right and proceeds upon this assumption and who is willing to back up his views by his works, in ninety-nine cases is right because he makes the conditions shape the end.

The phenomenal selling record made by the Parker Safety Self Filling Pen during the past season has been one of the marvels of the fountain pen business. Never before has a fountain pen made the record that this "Press the Button" has made. It seems to be the kind that pleases the buyer so much that he feels like saying to his friend, "When you buy a fountain pen you certainly ought to buy that Parker Pen that has no slits in the barrel, no humps or bumps to annoy the user; just simply press the button and that is all there is to it."

Can you think of a stronger kind of advertising than by word of mouth?

You are busy now but not too busy to put into execution a good resolve. It is the writer's ambition to see you break your selling record on Parker Pens every month this year and to be of assistance to you during that time.

Why not start a letter today—now, and have it read, "Please send me the following Parker Pens—"

BLOTTERS

We are just running off an edition of several hundred thousand Calendar Blotters. The Blotters are in colors. Good absorbers, and each has printed on it the calendar for the entire year.

Space for imprinting the dealer's name so that the job has a look of individuality about it. These cost \$2.50 per thousand. Suppose we split the cost of a thousand on a fifty-fifty basis and we put on your card or imprint at our expense.

You will find them trade bringers not only for fountain pens but good results in helping to make your firm name a household word.

How many can you use?

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Our fears are always more numerous than our dangers.—Proverb.

■ ■ ■

Exercise makes muscle. A few hard knocks and bumps sharpen the wits and strengthen the determination. It's the necessary process of separating the gold from the dross. If you have any gold in you it will come out by this process—if you give up as a quitter you will know you have too much dross.

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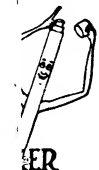
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JUST BEYOND THE BOUNDARY

Funny, is it not, how some people think a corporation is nothing more or less than some sort of peculiar organization, lacking humanity and without red blood.

When you stop to think of it, however, a corporation is merely a convenient and orderly method for the transaction of business which is more or less general in its nature. The men composing the corporation have just as much humor in their make-up, have some of the many things in life to contend with, the same joys, the same sorrows, susceptible to kind words, dislike cross ones, the same as any other human being.

Just going to step over the boundary a little bit and present a letter from one of our friends whom we have never seen and never heard of before the transaction alluded to, that by the little favor we extended to him and which is a part of our business policy, elicited the kindly written letter which we hope you will read and which is to us ample payment.

Retsil, Wash., Dec. 22, 1915.
"Parker Pen Co., Janesville, Wis.
Gentlemen:

Your favor of the 17th inst. is at hand as is also the package containing repairs. I thank you very much for the courtesy which I had no right to expect.

"In this weary old world the search for the extra ducat has grown so keen-scented that anything like an unlooked for kindness prompts the average wayfarer to sit up and take notice at once.

"While the hardships of pioneer life and the accumulated infirmities of more than three-quarters of a century have incapacitated me for very much service of any kind, be assured that if opportunity comes I shall gladly try to remember you gentlemen by practical service.

"With the Compliments of the Season, I remain,

Yours sincerely,
ORIN BELKNAP."

■ ■ ■

Always rise from the table with an appetite and you will never sit down without one.—Wm. Penn.

■ ■ ■

IN THE TRENCHES

Not America alone appreciates the wonderful simplicity of the Parker Safety Self Filling Pen.

The day these lines are being written an order was received from across the water for between five and six gross of these little pens. Into whose pockets they go we of course have no means of knowing. Possibly into the pocket of the soldier boys. At any rate the merits of these goods is recognized the world over.

In spite of the largely increased manufacturing facilities it looks as though we are going to be crowded to the utmost to take care of the orders for these pens.

If you are not fully stocked in all of the numbers and sizes of this pen you are really doing yourself a financial injustice. Buyers there are in abundance for these pens many of them already own a fountain pen—yes, some of them Parkers, but who insist upon having this latest success.

The idea of merely pressing the button to fill the pen is a catchy one no matter whether it is from the trenches in Europe, the plains of America, in Uncle Sam's Navy, or along Broadway, New York City.

■ ■ ■

Try selling on an average one pen a day for the next 30 days, then notice how respectfully the boss talks to you.

ON SUCCEEDING

Then too, the joy of succeeding brings to one a peculiar sense of exhilaration that can be experienced in no other way. If you make a success of your life, no matter what your vocation is, there are certain things you must do for yourself which no one else can do for you.

If you are a business man and you inherited a business, you could be fitted out with as fine a store as there is in the country and yet anywhere from six to two years that particular business could be run in the ground if you did not do for it the right thing, to direct it by intelligent thinking and furnish it with that power necessary for any successful business.

If you are a clerk or a salesman, your duty is very much more than getting into the store at seven or eight o'clock as the case might be and putting in your time during the day.

An Indian figure in front of a cigar store stands there twenty-four hours a day, but he presents no intelligence. There are some men drawing pay as salesmen that are worth little more than the Indian in front of the cigar store.

Then again, there are others who are jewels. The jewels are the kind that every business man is looking for. They are the chaps that are forging ahead and called by the clerk or salesman who is not a jewel one of the "lucky dogs." Perhaps he is lucky in having the ambition to succeed and then make good.

The man who really wants to succeed must be a hard worker. He must see the little things that perhaps the other man would overlook. It is the little things he does for this customer or that that ultimately makes the big sale; the courtesy or the helpful thought, all of these things have their bearing and they must be backed up by a kindly heart.

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Bad ware is never cheap.—Proverb.

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PARKER INKS

Have you noticed in our big national advertising campaign that we are also advertising Parker Ink? About the first thing a man asks when he buys a fountain pen is "Do you have Parker Ink?" If you do not have it, you are missing a sale.

We have three different packages of ink which sell for **twenty-five cents**. The Pump Filler, which makes a Self Filler out of any fountain pen, is a very big seller. This costs you \$2.00 a dozen.

The regular No. 1 Ink is put up in handsomely colored cartons. The bottle holds a lot of ink. This sells for twenty-five cents and costs you but \$1.60 a dozen.

Then we have the No. 2 Ink. Each bottle has a patent filler and is packed in a screw top, handsomely colored wooden case that is also a big seller. This sells for twenty-five cents and costs you \$1.75 a dozen.

By the way with any ink order, if you wish, we will send you a very handsome brass holder for an ink bottle to place on your show case. It is not only ornamental but an excellent advertisement. Just tell us you want it and it is yours.

We also have a handsome 10c ink. Each bottle packed in colored carton. Wholesale price \$8.20 per gross. The 15c size same as above only larger size. \$11.80 per gross. Packed 3 dozen in a box.

■ ■ ■

"TO MAKE THE WINTER PASS QUICKLY—SIGN A NOTE IN THE FALL."

PROFIT SHARING DIVIDENDS

In buying Parker Pens you may share in the profits.

Accompanying each full dozen Parker Pens sold at the regular wholesale price is a Profit Sharing Dividend Coupon.

When it is returned to us accompanied by an order for one or more dozen Parker Pens above it will be accepted at its full face value—one coupon good for one dollar (\$1.00) to apply as a cash advance payment on the new order.

These Dividend coupons are good for one year from date.

Save the Dividend Coupons and send them in with your next order.

The purchase of \$500 worth of Parker Pens in a year would net you in addition to your regular profits, an amount equal to the income on a \$500.00 bond.

Your dividend income on the purchase of two dozen Parker Pens would pay your RAILWAY FARE FOR ONE HUNDRED MILES.

The dividend on the purchase of four dozen Parker Pens would pay for a ticket for yourself and wife to a GOOD SHOW and a GOOD DINNER besides.

The dividend income on the purchase of five dozen Parker Pens will net you \$5.00 to slip into your inside vest pocket and there is a big difference between that and nothing.

We know the Parker Press the Button Safety Self Filling Pen has no equal on the market today even if it was merely an even break in matching the Parker Safety Self Filler against the field: would not self interest prompt you to buy and sell the pen in which you are a dividend sharer in addition to your regular discount?

To you as a good business man, we leave the answer.

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SCRATCH PADS

We are getting out scratch pads—fifty sheets in a block—on which is printed "Parker Lucky Curve Fountain Pens, Try One Here." A very nice little accessory to have with your show-case when selling a Parker Pen.

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TEXAS

Some of the best friends and boosters we have are from that wonderful State of Texas.

Our Mr. Maurice L. Smith who is in charge of the Texas territory sent in a nice floor-case order from Mr. E. W. Flynt of Tulla, Texas, in November.

In a letter received a few days ago from Mr. Flynt he says,

"I like the Parker Pen fine and they are certainly selling good."

■ ■ ■

EFFICIENCY OFFER

This applies to any proprietor or pen clerk who can have any unmounted Parker Pen ranging in price from \$2.50 to \$7.00 at 80% off list price, or any mounted pen at 70%, providing order for it is accompanied by stock order and by name of person for whom pen is intended.

■ ■ ■

PEN DEPARTMENT

Resolve that you will not merely sell an occasional fountain pen but that you will dignify your pen business by creating a PEN DEPARTMENT. To do this requires two things—first a good assortment of Parker Pens; second, good salesmanship behind the counter. This is a combination to make 1916 as a winner such as has never been made before in the history of your store.

Yes, there not think for Parker Pen that it is a success at the head it are live blooded—men get out of ear satisfaction if we know if we just that much

Sometimes ally fortunat list of customer we find on our we find their We certainly plain for take of men to desire can be found than our own Once in a while ever, we find



No. 20 1/2. (med. length). Parker Jack Knife Safety with Ring. Price \$2.75
 No. 23 1/2. Same as above except GOLD PEN ONE FULL size larger. Price \$3.25.
 Bakelite, Transparent Barrel, \$1.00 extra.



No. 24 1/2. Parker Jack Knife Safety. SELF FILLER when so ordered. Medium or full length. Price \$4.00. Bakelite Transparent Burrel \$1.00 extra.



No. 16. Jack Knife Safety. Gold Filled Mountings. Price \$6.00. REGULAR OR SELF FILLER.



No. 18. Price \$2.00. With Level Lock Clip \$2.25. Black or mottled rubber. If you prefer a pen with a screw joint, here it is. No. 18 1/2—Same as No. 18 but with fancy chased holder.



No. 20. Price \$2.50. With Disappearing Clip \$2.75. It may be had in the plain barrel instead of the fancy chased when so desired. Furnished in the new Self Filler at the same prices. Furnished in Bakelite Transparent Barrel at \$3.50.

No. 23 1/2. Gold pen one full size larger than in the foregoing. Price \$3.00. With Disappearing Clip \$3.25. Bakelite Transparent \$4.00.



No. 20 1/2. Price \$2.50. Parker Jack Knife Safety. SELF FILLER, or regular as wanted, Full length. Fancy chased barrel.



No. 25. Parker Jack Knife Safety. Price \$5.00. Furnished as SELF FILLER when so desired.



No. 20. Parker Jack Knife Safety. Price \$2.50. Can be furnished in SELF FILLER. NO EXTRA CHARGE. Can be had in full, medium or baby lengths. Fancy chased barrel when so desired.



No. 20 1/2. Parker Jack Knife Safety. Two gold bands. Price \$3.00. Supplied in SELF FILLER when so desired.

BRIGHT SPOTS

Yes, there are many of them. Do not think for a moment because the Parker Pen Company is a corporation that it is a sole corporation. In it and at the head of it and connected with it are live men and women, warm blooded—men and women who try to get out of each day some pleasure and satisfaction in the joy of living. We know if we do not, that we have lost just that much in life.

Sometimes we think we are especially fortunate in having the splendid list of customers to deal with which we find on our books. Like Ivory Soap, we find them about 99 44-100 pure. We certainly have no reason to complain for taken as a whole, a finer class of men to deal with we do not believe can be found in the whole country than our own customers.

Once in a while, not very often, however, we find a man who writes as

though he had dyspepsia or sort of a grouch. One particular dealer we call to mind. We think he is a pretty good fellow, but he seems to think his duty is not entirely done unless he registers some kind of a grunt or complaint in every letter he sends in whether the fault is ours or placeable elsewhere. Yet he keeps on buying goods and his account is an active one so we feel that he really does not take himself seriously, but he has simply gotten into the wrong habit of thinking.

■ ■ ■
 A man without a smiling face must not open a shop.—Proverb.

A SUGGESTION

The following suggestion may contain a thought that will work out into dollars for you if you put it into action.

Mr. A. P. Aiken lives in a large city in Pennsylvania, is of large means

and has a hobby for fountain pens and especially Parker Pens. In his mind there is but one fountain pen made and that is the Parker Lucky Curve. He has disseminated his views in the most practical form imaginable. In a letter received from him a few days ago he stated he had just given away his thirty-seventh Parker Fountain Pen. He purchases the pens from time to time from the dealers in the local cities and then gives them to his friends as he wishes to.

Are there not other Mr. Aiken's among your customers whom you could encourage in a like way?

Quality must be there before the name Parker is stamped thereon.

■ ■ ■
 Tackle the job which the other fellow says "can't be done" AND DO IT. You will soon be in the minority class of big fellows, and headed for big things.

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LOYALTY

If you work for a man, in Heaven's name **WORK** for him. If he pays you wages that supply your bread and butter, work for him; speak well of him; stand by him and stand by the institution he represents. If put to a pinch, **AN OUNCE OF LOYALTY IS WORTH A POUND OF CLEVERNESS.**

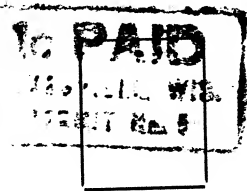
If you must vilify, condemn and eternally disparage, why resign your position, and when you are outside damn to your heart's content. But as long as you are part of the institution, do not condemn it. If you do, you are loosening the tendrils that hold you to the institution, and the first high wind that comes along you will be uprooted and blown away in the blizzard's track, and probably you will never know why.

B Y E L B E R T H U B B A R D

PARKERGRAM SERIES

PARKERGRAMS

"This Day I Will Beat My Own Record"



*H. Pale & Co.
107 Elizabeth St.
Brisbane, Queensland
Australia*

Published by
THE PARKER PEN CO.
JANESVILLE, WIS.

PARKER GRAMS

A little journal of Inspiration and Helpfulness, published every once in a while by the Parker Pen Co., Janesville, Wis.

Never
in all
the world
were there
such
opportunities
for men
of vision
and men of
purpose
as there
are to-day

ENTHUSE

Be glad
you're living
and make
other people
glad that
you are

It's constructive salesmanship that counts these days. Don't try to sell a pen to a customer until you first get into that customer's mind what he will get in addition to the physical valuation of the pen.

When he buys a Parker Pen he is getting a pen that is made on honor and built for service.

He is getting an absolute guarantee by a responsible company who thinks far more of the make-good of that particular pen than they do of the profit.

In addition to this, he has your own guarantee, the man he knows personally.

Furthermore, he is getting a pen that is absolutely unrivaled among fountain pens. For instance, in the Parker Jack Knife Safety Self Filling, he is getting the best product of two great ideas in pen making—the "press the button" self filling device and the safety cap. All of these things are protected by patents and

"I simply press the button and fill myself and drink like this"

"I am Two Pens in One" —

A Self-Filler Pen—A Safety Pen

TAKE off my cap, dip me in any inkwell and I fill myself in two seconds—that's real Self-Filler Service.

Turn me topsy-turvy and carry me around in any position, and the ink stays securely locked in—that's Safety.



15,000 courteous dealers sell me and my Lucky Curve comrades in Standard, Self-Filling, Safety types, at from \$2.50 up; "Freeze-Fast" Level Lock Clip on Standard Pens 25c extra. Catalog free.

PARKER LUCKY CURVE SAFETY SELF-FILLING FOUNTAIN PEN

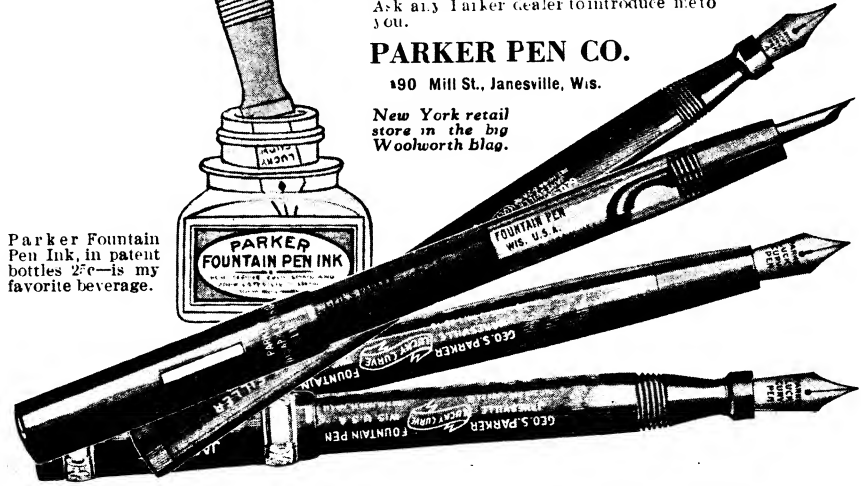
My barrel is perfectly smooth from end to end—no projections—no openings—nothing that will permit the accidental escape of ink. I write 10,000 words from a single filling. I have the happy faculty of pleasing folks who make my acquaintance. Right now I am doing a wonderful educational work among the school and college boys and girls. If you try me for a few days you will never let me go. Ask any Parker Dealer to introduce me to you.

PARKER PEN CO.

190 Mill St., Janesville, Wis.

New York retail store in the big Woolworth bag.

Parker Fountain Pen Ink in patent bottles 25c—is my favorite beverage.



Five Million People Read this Advertisement

The Parker Self-Filler Safety is dressed up in a new garb in this advertisement and has a snappy message to folks who write. The advertisement appears in an early October number of the Saturday Evening Post and others of the same character in big monthly and weekly publications coming out at about the same time.

Needless to say, this strong advertising is going to be noticed. It is going to show people that Lucky Curve pens, and particularly the new "two-in-one" pens are the very climax of writing service. The benefit you get from this distinctive advertising will be in direct proportion to the effort you put forth to co-operate with our national campaign.

Be sure that you have full assortments of Parker Pens, show them prominently in your store and reinforce them by window displays, local newspaper advertising and special selling efforts, and you are bound to see gratifying results.

of course used only in the Parker Pen.

In other words, get into his mind the knowledge of what goes with the Parker Pen and impress upon him that the word "Parker" on a fountain pen is the hall mark of quality. Do not ask him to buy a Parker Pen until through your imparted knowledge, his information makes him want to own a Parker Pen, or to use a simile, do not ask him to sit down before you provide a seat.

Salesmanship is a study and a scientific one. You know every man has

in his make-up a sort of sensitive, photographic film. On this sensitive film are recorded impressions made upon him by you and by me and by everybody else who calls upon him. The outward appearance gives very little indication of what is being recorded on this sensitive film that no one can see, yet all great men, whether salesmen, or statesmen, or lawyers recognize this fact in one form or another and practice it. There are millions who do not, but mere majority counts for little.

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My name is Mr. Phil. Up Quick

I Am Two Pens In One

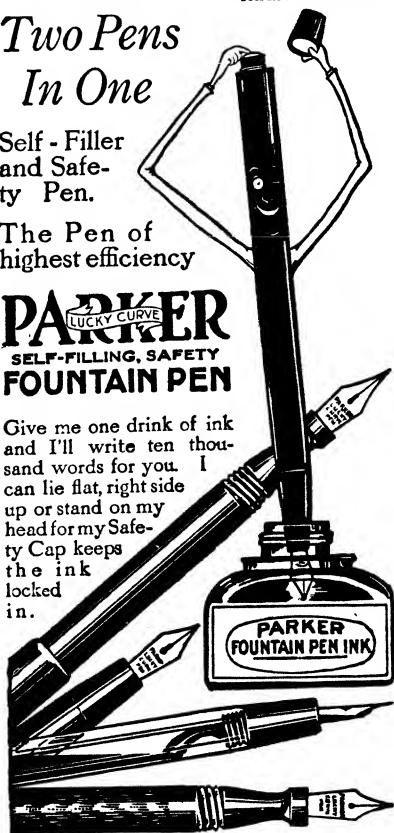
(I simply press the button and fill myself in two seconds.)

Self-Filler and Safety Pen.

The Pen of highest efficiency

PARKER
LUCKY CURVE
SELF-FILLING, SAFETY
FOUNTAIN PEN

Give me one drink of ink and I'll write ten thousand words for you. I can lie flat, right side up or stand on my head for my Safety Cap keeps the ink locked in.



Come into our store and get acquainted with Mr. Phil. Up Quick. He's worth knowing.

How We Help You Make Fountain Pen Sales

The Parker Pen Company is a strong believer in helping its dealers get the business. We don't rest satisfied with getting our pens into your store—we are keen to help you move them on.

This bright little newspaper ad on Mr. Phil Up Quick illustrates one of the ways in which we aid the dealer. Electro-types of this and other advertisements will be furnished free of charge to dealers who will use them in their local newspapers.

Other Parker Dealer Helps include window display material, folders and package inserts, picture slides and also practical business getting plans, such as the Jitney Plan, and others.

We will gladly furnish you with these business boosters if you will set them to work. Write and tell us what you would like to do in a local advertising and display way and we will offer suggestions and supply material for making your efforts more effective.

WHAT HAPPENED

Howard Hopkins of Oxford, Maryland, placed an order early in August for several dozen Parker Pens. Before the month was closed he wrote ordering a **DUPLICATE OF THE SHIPMENT**. What do you think of that?

By the way, Mr. Hopkins did an original stunt that was mighty interesting. He had a clerk who was the real thing when it came to selling pens, so Mr. Hopkins said to him, "I am going to give you 5% of all the sales you can make on Parker Pens."

Result: Mr. Clerk could see an opportunity as small as a needle to sell a Parker Pen and did it.

Worth trying, don't you think? What if your clerks do make \$5.00 or \$10.00 per month extra? You make 10 times that amount. Give it a try-out and see how it will stimulate sales.

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THE FUNNY MAN

The new angle we have given our advertising by the introduction of the smiling face on the Self Filling Pen was the cause of much thought and some loss of sleep. The idea in mind was to "get across" to the public a picture that would tell the story at a glance what would otherwise take several paragraphs of type to do.

We knew we had in the Parker "Press the Button" Self Filler the greatest Self Filler ever shown, but the question was—how can we hit the public so they will understand and appreciate it?

Well the Funny Man did the trick. We tried it out in the Saturday Evening Post, and a few others.

Result: An avalanche of inquiries both from the public and the trade. Never have known anything like it. The dealer who has not stocked this pen and reaping a harvest has no right to complain of dull times.

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THE JITNEY PLAN

Here is something that has certainly proven to be a winner.

It's not exactly new, for the savings banks have been using the idea in securing deposits and it has worked out marvelously.

Now the plan is adapted to selling Parker Pens.

The plan is simply this: The buyer pays the first week 5c—the price of a cigar or a package of gum—the next week, 10c; the next 15c, and so on until the price of the pen has been deposited and the price has been paid in so gradually and with so little effort that the person, whether a child or a grown-up is really surprised that the little amounts paid in from week to week have so quickly reached a sum so they have paid for a \$2.50 or \$3.00 or \$4.00 or \$5.00 pen, dependant upon the time used in keeping up the payments.

We have the cards waiting for you. Just tell us how many you want and back they will come to you with your imprint on them.

There is a possibility of your selling not merely dozens but hundreds. As many as one hundred and seventy-five sales have been made in a single week.

Write today and tell us how many.

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A cloudy temperament is more depressing than a rainy day.

WHAT MIKE SAYS

"Mike," he of the ink room asks, "Shure and are the byes on the road and the gude customers forgitting all about my department and that we have to pack enough ink to haul down our jobs?"

"Now, won't you plase, Mr. Parker, tell the byes and the gude customers that they should be sinding in orders for the Pump Filler, the Traveler's Ink and the Rigular Fountain Pen Ink so fast that we will have to wurk overtime like they are doing in the Fountain Pen Department in arder to kape up with their orthers."

"By Gorry, the Pump Filler only costs \$1.80 a dozen and it is the world's greatest; the Traveler's Ink is \$1.50 a dozen, and the Rigular No. 1 Fountain Pen Ink in pretty red cartoons is only \$1.25 a dozen. Shure, no high-class Parker Pen customers ought to be without Parker Ink."

Now we have delivered our message from Mike and if you have never seen him, we will say to you that an order from you will wreath him in smiles and if you are a good listener you can hear Mike say, "Thank you, Sir; God bless you; You are a foine man, Sir."

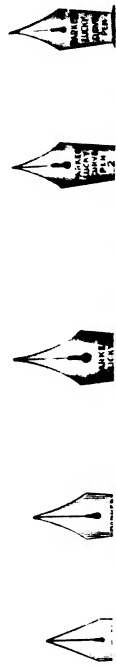
Do you want to take the time to make Mike happy and at the same time add some splendid selling stock to the line?

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The Violin. Who is there to say he has gotten out of it all the music it is capable of producing?

The Salesman. Who is brave enough to say "None could have done better?"

The possibilities of both are limitless.



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says:

"Sold all c
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day after re
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No. 18. Price \$2.00. With Disappearing Clip \$2.25. This is the cheapest slip over cap pen we make.



No. 20 1/2. Price \$2.50. With Disappearing Clip \$2.75. It may be had in the plain barrel instead of in the fancy chased when so desired. Furnished in the new Self Filler at the same prices. Furnished in Bakelite Transparent Barrel at \$3.50.

No. 23 1/2. Gold pen one full size larger than in the foregoing. Price \$3.00. With Disappearing Clip \$3.25. Bakelite Transparent \$4.00.



No. 24 1/2. Price \$4.00. With Disappearing Clip \$4.25. Furnished in the new Self Filler at same price as above. With Bakelite Barrel \$5.00.



No. 25. Parker Jack Knife Safety. Price \$5.00. Furnished as Self Filler when so desired.



No. 20. Parker Jack Knife Safety. Price \$2.50. Can be furnished in Self Filler. No extra charge. Can be had in full, medium, or baby lengths. Fancy chased barrel when so desired.



No. 20 1/2. Parker Jack Knife Safety. Two gold bands. Price \$3.50. Supplied in Self Filler when so ordered.



No. 20 1/2. (Med. length) Parker Jack Knife Safety with Ring. Price \$2.75.

No. 23 1/2. Same as above except gold pen one full size larger. Price \$3.25. Bakelite Transparent Barrel \$1.00 extra.



No. 24 1/2. Parker Jack Knife Safety. Self Filler when so ordered. Medium or full length. Price \$4.00. Bakelite Transparent Barrel \$1.00 extra.

MORE EVIDENCE

Does advertising pay?

Most certainly.

Do you know of any one of our live wire dealers who made the "Efficiency Week" display that has not had an increase and a big one in his sales of Parker Pens?

Here is a sample of the letters we have been receiving. Kirby's Pharmacy, Junction City, Kansas, write us:

"Enclosed find check in settlement of account. Also please send me the following order. * * * Only sold 4 Parkers today, but that is something."

Here is another from Mr. A. L. Fillett:

"I am getting very low on the Jack Knife Safety Self Fillers. I want a dozen pens. Send them right away. School is starting and the demand for Parker Pens is fine. I am selling a lot of Parker Pens to farmers."

Mr. Z. M. Duckworth, Hayti, W. I. says:

"Sold all of the last invoice of three dozen pens except seven within one day after receipt. Enclosed find additional order.

LET JOY reign supreme in the store, in the workroom and the home. Laughter is contagious. See that the atmosphere is laden with laugner germs. Efficiency is found only in happy contented people. To get the best work make the surroundings congenial. Grouchiness poisons the air. Discipline does not mean appression. Well paid labor is the cheapest in the long run. Adequate pay for service rendered insures contentment. The consumer is willing to pay for good service. The employer must have contented clerks to render this service. The successful store is the bright store with the smiling clerks and the congenial proprietor. Patronage is favoritism and the average housewife will favor the merchant who makes trading with him a pleasure. A woman loves to buy and she will naturally seek a happy, attractive place to satisfy that desire. There is no excuse for gloom in a store. Where gloom exists something is wrong and it's up to the "boss" to weed it out. A woman's impression of a store must be that the store is prosperous and this can be only where joy abounds. Joy does not mean frivolity or foolishness but contentment, smiles and an invisible yet tangible atmosphere of team work be-

tween all employes and the management. In this sense let joy BE UN-CONFINED.—Merchants' Index.

5 5

We are just in receipt of a letter from Mr. Ernest Wegener of Beaver Dam, Wisconsin, who says: "Efficiency Week just about cleaned out my entire stock of Parker Pens. I am ordering another dozen fountain pens. Have never before seen such a quick response from advertising. Will keep my shoulder to the wheel and push 'Parkers'."

We wish to remark again that the little funny man used in our national advertising campaign seems to be about the most fortunate stroke in advertising of anything we have ever attempted to do. Just one glance at the picture tells the complete story. It is worth a whole column of cold type and then probably better understood.

"Please find order for another dozen Lucky Curves. Efficiency Week did it" writes The Rainsburg Drug Co., Iowa.

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When a fellow knows his business, he doesn't have to EXPLAIN to people that he does.

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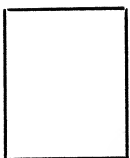
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An Inspirational number that will
 Help You Take a Fresh Grip

PARKERGRAMS



CHEERFULNESS



LEARN to laugh. A good laugh is better than medicine. Learn how to tell a story. A well told story is as welcome as a sunbeam in a sick room. Learn to keep your trouble to yourself. This world is too busy to care for your ills and sorrows.

Learn to stop croaking. If you cannot see any good in the world keep the bad to yourself. Learn to hide your pains and aches under pleasant smiles. No one cares to hear whether you have the earache, headache or rheumatism.

Learn to meet your friends with a smile. A good humored man or woman is always welcome, but the "kicker" is not wanted anywhere and is a nuisance as well.

Above all, give pleasure. Lose no chance of giving pleasure; you will pass through this world but once. Any good thing, therefore, that you can do, or any kindness that you can show to any human being, you had better do it now; do not defer or neglect it, for you will not pass this way again.

A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wis

A Pen a Day for Fifteen Days

...
April 12 to 28

...
Of Course You Are Going to Make the Mark

...
Your Eye is on Those Cash Prizes

...
You're going to make this Selling Drive a Ground Gainer

THE SELF FILLING SAFETY PEN IS SWEEPING THE BOARDS.

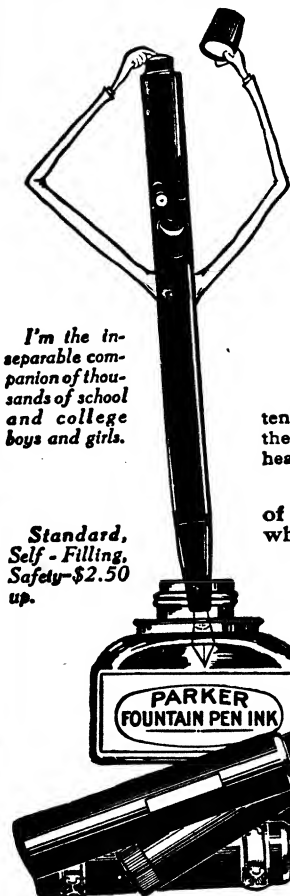
The Parker Self-filling Safety Pen is now outselling all our other types of fountain pens—two to one. It's the idea that hits the bullseye—the pen that everybody seems to want.

One of the big reasons for its success lies in the fact that it is different from all other self-fillers. The smooth barrel with the filling mechanism all carried inside ready for instant action, when you press the button, appeals to both eye and reason.

Accidents to the rubber filler sac put other makes of self-filling pens out of business until repairs are made. The smooth-barreled self-filler hasn't one-tenth the chance of injury and if the sac should become broken, there is no opening to the outside to let out the ink and the owner can go right on using it as a standard fountain pen without any danger of leaks or smears. Compared with all other self-filling pens the new Safety Self-filler is in a class all its own.

It furnishes you with the right thing to make a "killing" in your commun-

"I simply press the button and fill myself and drink like this"



I'm the inseparable companion of thousands of school boys and girls.

Standard, Self-Filling, Safety—\$2.50 up.

MY name is Mr. Phil. Up Quick. I am the Parker Lucky Curve Fountain Pen—a self-filler and a safety pen combined—the advance herald of two great ideas, wrought into one pen.

*The concealed Self-filling Device.
The Jack Knife Safety Device.*

I am so easy to fill, I wish it took longer

PARKER
LUCKY CURVE
SAFETY SELF-FILLING FOUNTAIN PEN

It is a treat to see how quickly I drink good ink—ten thousand words in two seconds when you "press the button." I can lay flat, right side up or stand on my head and the ink is locked in

I am stopping at the store of one of the liveliest dealers in town whose name appears below. Come and get acquainted with me.

Use This Attractive Advertisement

We will be very glad to supply any Parker dealer free of charge with an electro of the newspaper advertisement shown above. Your name can be set in just below the ink bottle, by your local paper. The Funny Man has now become a National character like the Cream of Wheat Darkey and the use of this advertisement in your home paper will link you with our national advertising campaign and enable you to cash in on the powerful impression made by months of persistent Parker publicity.

ity's fountain pen business, because there's nothing like it on the market, no other self-filling pen is so completely safeguarded against ink-spills and no other fits the hand in such a natural way when writing.

A PEN A DAY DISPLAY CASES

We have recently brought out two new floor cases and can loan any dealer exactly what he needs to give his stock the best showing.

Our De Luxe Cases hold 12 and 18 dozen pens respectively and are really superb pieces of store furniture. Base is of marble and case itself is elegantly finished in oak or mahogany with plate glass.

Our No. 1 Case holding 6 dozen pens is a very attractive display fixture—specially suited for stores in towns of up to 1500 people.

Our No. 2 Case holds 8 dozen pens and is handsomely finished in either oak or mahogany.

The Monthly plan of payment, with case loaned free, makes it easy for any dealer to make a showing of Parker pens that will keep his sales steady and satisfactory month after month.

A PEN A DAY OBVIOUS ADAMS

The Saturday Evening Post recently printed a story "Obvious Adams" which every business man ought to read. "Obvious" was an advertising man who got results by seeing the obvious thing and doing it. Neither clever, nor brilliant, but he won his way to the top by persistency in moving forward in a straight line. Difficulties never daunted him. To see what ought to be done was with him to get it done.

And come to think of it, isn't that how about all the really big things in the world are accomplished?

A PEN A DAY
When a man deserves success, achieving it doesn't turn his head.

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LUCKY CURVE

The Pen a Day Contest

As I write, entries for this contest are coming in thick and fast. Every indication points toward its being the most generally participated in contest ever entered into by Parker dealers—and the most successful.

There's a sound reason for this. The idea of the contest—a definite achievement for a definite period—is one that naturally puts every red-blooded man on his mettle. The "Selling Drive," the "Smashing Effort" are psychologically in harmony with the spirit of the time. The beneficial results that must be felt by every store going into the contest are so obvious as to need no argument.

If you haven't signified your intention of being in this Pen a Day Drive, do it now. Even if the contest should have started when Parkergrams reaches you, there's a chance for you to win, for a pen-a-day average is what counts and the dealers whose total Parker Pen sales during the fifteen days from April 12th to 25th, are largest will get the grand prizes. In order to bring every dealer possible into the contest we have amended our rules so as to admit entries up to April 18th. The contest, however, will close on April 25th as originally announced.



THREE CLASSES AND FOUR PRIZES IN EACH

Class A—Towns of over 1000 population.	1st prize \$20 cash.
Class B—Towns of 2000 to 10,000 population.	2nd prize \$10 cash.
Class C—Towns under 2000 population.	3rd prize \$3 cash.
	4th prize a \$5 Parker Pen.

At least 15 pens must be sold in the 15 days in order to qualify for a cash prize.

SPECIAL HONORS

The name of every merchant or store selling 15 Parker Pens or more during these 15 days will be placed on a Pen-a-day Success Roll, with star mention for those who sell a Parker Pen every single business day without skips or breaks.

The clerk who sells the most Parker Pens in every store that makes the Pen-a-day mark will be given a handsome AA-1 pin.

Every clerk whose individual sales average a pen a day will receive one of the 100 Point Lucky Curve Pins won by the top-notchers among the Parker Pen Company's own salesmen.

"It's going to be a great contest. I'm expecting great things from you. Go in and win. I'm with you."
GEO. S. PARKER.



100 Point Lucky Curve Pen

A LETTER THAT GOT THE BUSINESS.

The following letter sent out by one of our most aggressive Parker dealers last fall with splendid success is so good that we want to pass it on.

"Dear Sir:

I want to lend you a Parker Lucky Curve fountain pen for a couple of weeks.

Why?

Because it is the best way I know of proving to you the unusual merits of this great pen.

After you give it a good trial, then decide whether or not you can get along without one.

There are no strings to this offer. It is a straightforward way of demonstrating the lucky curve, a pen that really won't leak.

Choose any style you wish and take it without the slightest obligation. You are one of a very limited number to whom I am making this offer. So take advantage of it.

Yours truly,
(Dealer's Name.)

Sent out to a selected list of responsible people who ought to be carrying Parker Pens, this letter will get action. Try it out.

A PEN A DAY

MOVIE FILM

The little movie film is making a big hit everywhere. In one town the proprietor of a moving picture show actually paid for the privilege of running it. In order to induce the widest possible use of these films we have reduced the rental price to \$2.50, which of course, does not represent the actual cost to us. We believe, however, that the dealer will take a keener interest in the film if he is a sharer in the expense. Certainly \$2.50 is very little to pay for the up-to-the-minute advertising which he will secure from its use.

A PEN A DAY

"Put it over" builds success; while "think it over" is erecting castles in the air.



AN ADVERTISEMENT THAT'S ALSO A SIGN

This little advertisement, running in quite a large list of publications, is a fac-simile of a brass sign which is available for the use of Parker Pen dealers. Get the sign and display it on your counter or show case and people who have seen the advertisement will instantly associate the two and your chances for making fountain pen sales will be increased.

Get ahead of the game. Fill up a commanding lead in the early days of the Pen-a-day contest, then you'll have a reserve to draw against, and dull days toward its close won't jeopardize your chances of making the mark.

A PEN A DAY

THE SCHOOL CONTEST

Dealers are taking hold of this in great shape and are finding it a wonderfully effective method of increasing business. April and May are good months to put it on.

The Parker Safety Self-filler is an insurance policy in itself. Suppose something goes wrong with the rubber sac on the inside and it leaks, there is no danger of the ink getting out and soiling the clothes as is the case with the ordinary self-filling pen that has a slit cut in the barrel. The owner can go right on and use it in the same way as a standard fountain pen.

PARKER INKS

The scarcity of coloring materials has necessitated an advance in prices on Parker inks. There is still an excellent profit in them and their high quality makes them a very desirable line to handle.

	Former Prices		New Prices	
	Gross	Doz.	Gross	Doz.
No. 1 Ink . . .	\$15.00	\$1.25	\$18.00	\$1.50
No. 2 Traveler's	18.00	1.50	21.00	1.75
No. 10—2 oz..	7.20	.60	8.20	.68
No. 15—4 oz..	10.80	.90	11.80	.98
No. 20—4 oz. desk fillers with aluminum top	18.00	1.50	20.40	1.78
No. 25—Pump filler	21.60	1.80	24.00	2.00
Pints	27.00	2.25	54.00	4.50
Quarts		4.00		6.50
No. 3—Old style, 2 oz. square bottles not packed in cartons	4.20		7.00	
No. 4—Old style 4 oz. square bottles not packed in cartons	7.20		10.00	

A PEN A DAY

MOVIE FILM A GREAT AD

"The advertising film was one of the greatest advertising stunts ever pulled off in Panhandle. It certainly created sales for me. Besides acquainting every citizen with the Parker Lucky Curve pen it is lasting advertising. We thank you for the use of the same as well as other good advertising you have furnished."

A PEN A DAY

MOTTLED STOCK

On account of the difficulties in securing coloring matter required for making pens with mottled barrels, we have discontinued the manufacture of this particular style and will be unable to fill orders until the coloring matter can be again imported into this country.

Condensed Price List of Parker Pens



No. 24 1/2. Parker Jack Knife Safety Self-Filler (or regular.) Price \$4.00. Medium or full length. Bakelite Transparent Barrel \$1.00 extra.



No. 20. Parker Jack Knife Safety Self-Filler (or regular.) Price \$2.50. Full, medium or full length. Fancy chased barrel when so desired.



No. 23 1/2. Parker Jack Knife Safety Self-Filler (or regular.) Price \$3.00. Full length. Fancy chased barrel.



No. 20 1/2. Price \$3.50. Parker Jack Knife Safety, Self-Filler or regular as wanted. Two gold bands.



No. 20 1/4. Price \$2.50. Parker Jack Knife Safety Self-Filler, or regular as wanted. Short, medium length. Fancy chased barrel.



SPECIAL NOTICE:—Any Parker Jack Knife Safety Cap may be fitted with ring to attach chain. Above cut shows No. 20 1/4 Jack Knife Safety so fitted. Price of ring in addition to pen 25c. Very popular and adds much to the looks of the fountain pen.



No. 51. Price \$3.50. Furnished in New Self-Filler at same prices. This is very plain with a filled gold or sterling silver ornament in center of barrel for name. It is so unique that it has already become a decided favorite.



No. 50. Price \$5.00. Furnished in new Self-Filler at same prices. Neat and attractive barrel perfectly plain cap crowned with white surrounded by gold-filled band. A dignified, yet rich looking pen that is highly prized by many. No. 50 1/2. Same as No. 50 with chased barrel and cap, \$5.00.



No. 16. Jack Knife Safety. Gold Filled Mountings. Price \$6.00. Regular or baby size.



No. 42 1/2. Price \$4.50. With Level Lock Clip \$4.75. This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name. Furnished in New Self-Filler at same prices.



No. 20. S. R. Jack Knife Safety. Long Barrel. Price \$2.75 including Ring.



No. 25 S. R. Jack Knife Safety. Long Barrel. Price \$5.25 including Ring.

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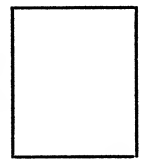
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PARKERGRAMS

A Pen a Day—Now for the Big Drive



PERFUME

A bunch of tributes recently handed us by Parker dealers. Gentlemen, we thank you

"Your shipment of pens duly received Saturday noon and we stated the ball rolling by selling eight pens on Saturday afternoon ranging in price from \$2.75 to \$4.00—all Jack-knife safety, self-fillers." Arcade Book Store, Collinsville, Okla.

"The film is so good in its results and takes so well with the audiences have found a real line of fountain pens, a line that anybody ought to sell and increase their sales. My sales have tripled and possibly more." E. J. Coutoure, Sanford, Me.

"Parker Pens have sold well and have been giving splendid satisfaction. We advertise them heavily." Fortner Camera Supply Co., Sterling, Colo.

"During the past few days I have sold 33 Jack-knife safety self-fillers and Jack-knife safeties." O. W. Ball, Ellensburg, Wash.

Business has been coming along in wonderful shape this year. In January our increase in sales over the corresponding month last year was more than our total business in January, 1915. February and March were also big months.

Wish you could step into our factory right now. High efficiency machinery running at top speed. New employees being put on right along. Whole force keyed up to top-notch production. Superintendent rising nobly to the spur of increased demand. You couldn't help going away with an increased respect for Lucky Curve Pens and a fresh pride in being connected as a dealer with such a stirring organization.

Business has been coming along in wonderful shape this year. In January our increase in sales over the corresponding month last year was more than our total business in January, 1915. February and March were also big months.

Most men, when buying a dog, demand that its genealogy be better than their own.

A Pen a Day

Never mind about a man's friend-ship; play for his respect.

A Pen a Day

The sunshinest must be an awful bore to a pessimist.

THE DEPARTMENT IDEA

How does it look to you? Are you working it? By putting system into this end of your store it will make your fountain pen business easier to attend to besides greatly increasing your sales.

Ability is all right for a sprint, but you need reliability for the business Marathon.

A Pen a Day

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PARKERGRAMS

A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin

Educating the Children in a Novel Way— the Model Store Way. Read this!

We have just closed a contract involving several thousand dollars for a unique form of educational advertising. The value of this will lie largely with you.

There is an organization in New York City that is putting into the public schools of the country what is known as the "Model Stores." Each manufacturer contributes empty cartons of his product which forms a part of the stock in this miniature "Model Store" in the public schools.

They are also allowed to put up one or two pieces of advertising matter exactly along the lines that a dealer would do if he was handling our product.

A child is put in charge of the store who is the storekeeper and sells for instance one Parker Fountain Pen, one can of Mennen's Powder, one Ingersoll Watch or whatever the case might be. The customers are the other school children. The storekeeper must talk the merits of the articles, must make out the bills, figure it all up correctly, etc. In other words do exactly what is being done in the store. It teaches the children arithmetic, it teaches them

business and especially it gets into the children's minds the particular brand of articles that is in the little store. The managers of the stores are changed very frequently.

This model store plan was brought over from England some two or three years ago. It has been in very successful operation there for a long time. A number of the larger advertisers have gone into it in this country and it is now installed in twenty-three hundred schools in the United States and is growing rapidly.

The dealer who is located in the town where these model stores are a part of the school system is fortunate if he handles Parker Pens. Behind it is the boosting power of the children of the public schools and the teachers, members of the board of education and visitors because they all take an interest in the particular lines "sold" by the children.

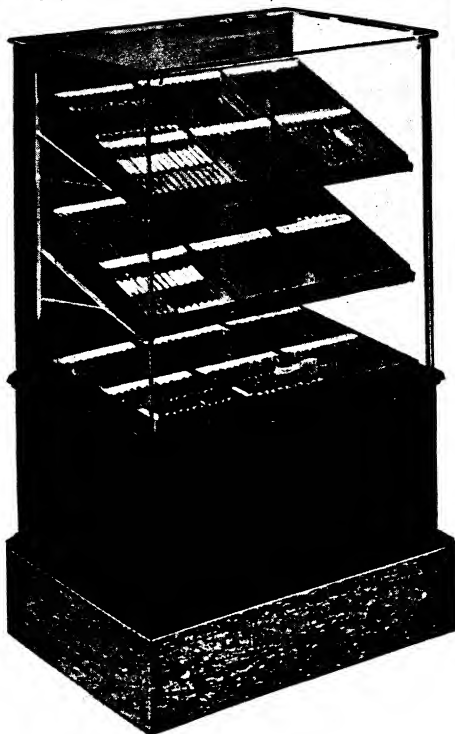
Each school where the Model Store is located will receive a packing box with a dozen Parker Pen Boxes in it—half a dozen self filler and half a dozen of the green boxes. These will be on display in the "Model Store." In addition to this there will be displayed a card board sign or two.

You know children are becoming pretty good buyers of fountain pens and the impression made on their minds in early life are those that are pretty apt to stick for a long time to come. Our individual opinion is that the child who is a customer of one of these "Model Stores" or who has charge of it will never buy anything but a Parker Pen. It is the writer's individual opinion that this is one of the cleverest schemes of advertising that has yet been presented.

Please get this in your mind thoroughly for it will be a big help to you in selling fountain pens in any town that has the "Model Stores" installed. Parker Pen Company have the exclusive right in displaying Parker Pen advertising in the model stores in each town.

Call up the superintendent of schools and see if your town is a Model Store town and if so govern yourself accordingly.

By the way, this privilege is given to but one manufacturer in a line and the Parker Pen Company have this exclusive privilege until September 1st, 1917, and longer if we care to renew our contract.



"De Luxe" Assortment

This is the case Mr. Hart tells about— Read his Letter Inside.

Mr. Hart's letter which appears in full on the inside of this PARKERGRAM is well worth reading—and then re-reading again.

It is the account of a successful and practical retail store selling plan. That the plan is a good one is proven by actual test.

Read how Mr. Hart sent out sample Parkers to every possible buyer in his town.

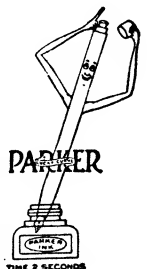
Read how the better pens, the \$4.00, \$5.00 and \$6.00 pens were sold.

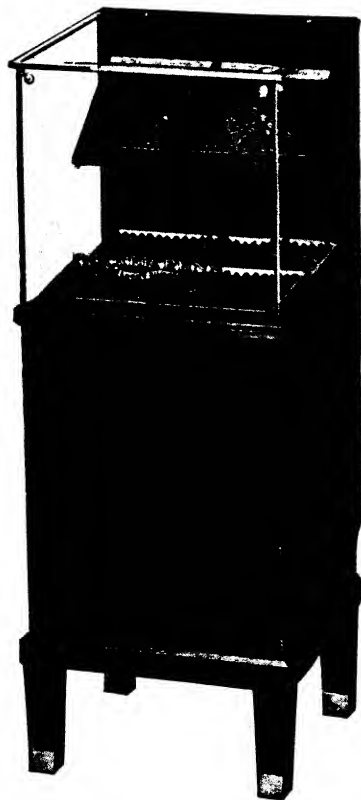
Read how Mr. Hart uses the advertising material that every retailer of Parker Pens is urged to use and let the letter tell you of the good results this store advertising brings.

Mr. Hart says that he surprised himself on this Parker Pen selling plan but now that he has found a sure way to boost sales and get the consequent profits he is ready and glad to pass his experience along to other Retailers—that they too may profit.

I think we will all get some helpful suggestions from this letter of Mr. Hart's and I do hope that other Retailers and many of them will come through with their experiences in selling Parker Pens.

Let's have the next issue of Parkergrams just chuck full of helpful suggestions right straight from the Retail Store.





Case for 6-dozen assortment. Net \$120.00

There's a show case to fit every store's needs. You should have one in your store

WHAT CAN BE DONE

Smuggler is the name of a little town in Colorado with a population of about 250. Yet Smuggler is the home of one of the liveliest wires selling Parker Pens. That is the W. B. Van Atta Store, managed by Mr. W. M. Fyfe.

In the latter part of March he ordered goods to the extent of a little over \$25 and we are just filling another order from him and under date of April 6th he writes that he has sold out every pen and gives a list of his sales from April FIRST TO SIXTH. It is worth repeating.

There is one No. 47, please note this is a high priced pen, 2 No. 24½, 1 No. 23 Bakelite, 5 \$3.00 pens, 1 \$2.00 pen, and 6 \$2.50 pens.

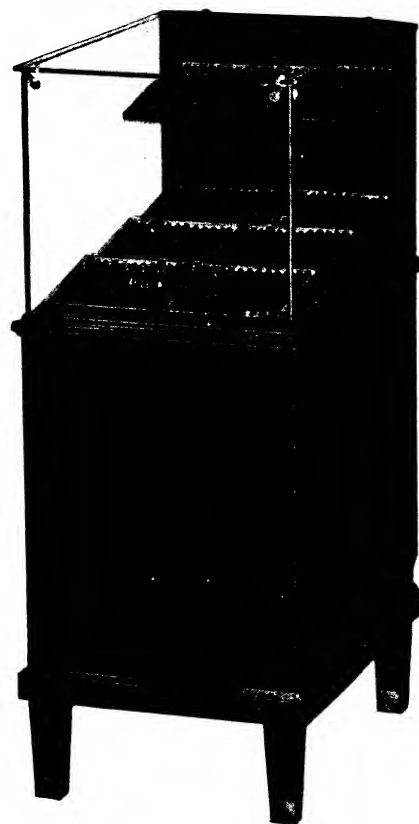
We would like to know if there is any other small town dealer who has a record better than this. If so, we want his name.

PRETTY GOOD RECORD.

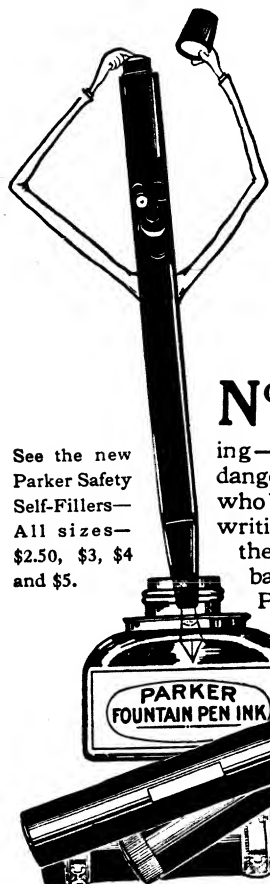
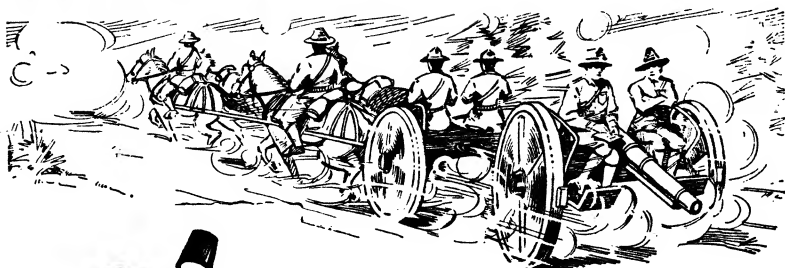
"Kindly send to Chas. E. Morris & Co., Great Falls, a book of price-bands.

"These people got their case on the floor about 12 days ago and have already sold about three dozen. They start off well."

This sounds pretty good. Three Dozen in 12 Days is not doing badly at all.



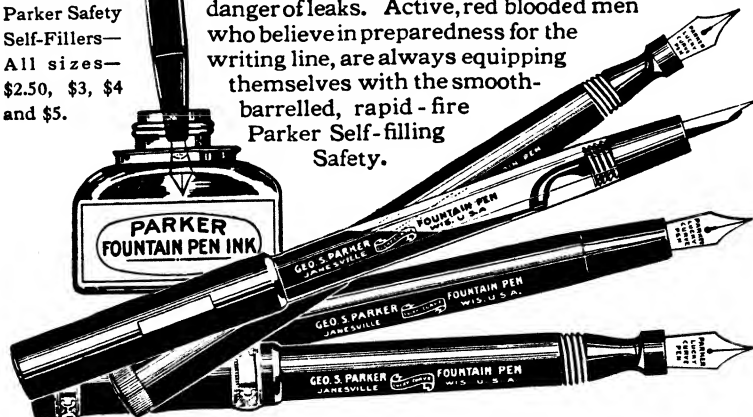
Case for 8-dozen assortment. Net \$160.00



A New Thing in Fountain Pens
PARKER
LUCKY CURVE
SAFETY SELF-FILLER

NO slots or holes in the wall—the barrel is sealed—ink can't get out to flood your clothing—you can carry it in any position without danger of leaks. Active, red blooded men who believe in preparedness for the writing line, are always equipping themselves with the smooth-barrelled, rapid-fire Parker Self-filling Safety.

See the new Parker Safety Self-Fillers—All sizes—\$2.50, \$3, \$4 and \$5.



FOR SALE BY

The

Graduation Gift

Easy to Fill

PARKER SELF-FILLING SAFETY FOUNTAIN PEN

To clean or fill, just press the knob.

The funny man will do the job.

THE gift that prolongs the pleasant memories of the past and fittingly commemorates the entrance into the business of life.

The Parker is the leading fountain pen—a self-filling and a safety pen combined.

No slits, slots or levers—no holes in the wall of the barrel—no chance for escape of ink.

Fills in two seconds by pressing a button. Can be carried in any position without leaking.

All sizes—\$2.50, \$3, \$4 and \$5.



Advertise in your home paper—

Why not connect up your store with our national advertising campaign? We will be glad to furnish you with electrots of either of these cuts appearing on this page.

They will make a striking piece of advertising and will help you sell pens.

Your order will go forward the same day it is received.

Realize that the pen business is a big business—and profitable. So get your good share.



A GENTLEMAN SAID TO US THE OTHER DAY

“Mr. Parker, I should think everyone would want your new Self Filler” and I replied, “Everybody does when they see it and when they know what they would have to buy if it were not a Parker Safety Self Filler.”

This makes me realize more than ever that it is largely a question of educating the customer.

Suppose a man went into a store to buy a suit of clothes and the salesman showed him a splendid all-wool suit, well made and well tailored, and then showed him another suit made of cotton and shoddy.

The external appearance of these suits before they had been tried on might be similar, yet an examination of the quality and texture would reveal that the wool suit was by far the better suit to buy.

Yet suppose this clothing merchant would offer the customer either one at the same price, what would you think of the customer who chose the cotton suit?

What would you think of the pen buyer who was given his choice of the Parker Safety Self Filler with its absence of holes in the wall to weaken it or let the ink escape in event of accident? You would almost doubt his sanity if he selected the pen that was the most likely to give trouble.

The point the writer wishes to make is this: Do not merely offer the Parker Pen as a fountain pen and that “our self filler is about the best on the market” but that here is a self filler that stands out as distinctive from other self fillers as Goliath stood up head and shoulders above his brother Philistines. If you can get this idea into the mind of the customer you will find it will simplify the matter of pen selling. The customer will be just as

anxious to get the pen in his pocket as you will be to sell him.

“No power on earth can keep the FIRST class man down, or the FOURTH class man up.” Boetcher.

WHEN YOU SELECTED YOUR WIFE

You regarded it as a pretty fairly important event. You took into consideration the fact that you probably would sit opposite her for twenty-five years and upwards three times a day more or less. You probably examined into her past, her family, her disposition; took into consideration her looks, good qualities, etc., before you decided to commit yourself. And you were wise in doing so. No man would want to tie up with a woman that he was not absolutely sure was congenial, companionable, and one that would make a good wife and mother; therefore it is one of the most important questions of a man's life.

Did you ever stop to think that the selection of a fountain pen might be likened to the selection of a wife only in a lesser degree? When a man buys a fountain pen he is buying a pocket companion, something he carries next to his heart not only one year but a number of years; he is going to use it probably a good many times a day; he wants a pen that will be absolutely free from trouble and annoyance and that will serve him faithfully and well 365 days in the year and for a number of years.

Do you blame this man for being particular in selecting a pen and going to the dealer who carries, not a half dozen or a dozen pens, but six-dozen, eight-dozen or a gross or more of pens? Mr. Man makes his selection from this vast number and then he feels that he has found the one pen that was made for him.

If we could get this over to the dealers and get 50% of the dealers to do what 10% are now doing so well it would be necessary for us to double this plant and then some.

“No man will find the best way to do a thing unless he loves to do that thing.” Japanese Proverb.

APPLIED PSYCHOLOGY ADAPTED FROM THE VICTOR TALKING MACHINE COMPANY

Think Parker Pens and you will sell them.

The whole secret is your mental attitude.

The Parker Pen dealer if not enthusiastic over the Parker Pens has not his mind in the right attitude. His eyes are not wide open. He is not thinking high enough.

A man does business and sells goods on the same plan on which he thinks. If you think of the Parker Pen as a toy, you'll do a toy business. If you think of it as a mere fountain pen, you'll do a fountain pen business only. But if you think of it as it really is, as the highest pinnacle in the entire world that has been reached by a writing instrument, then you will step up and get your share of the Parker Pen sales.

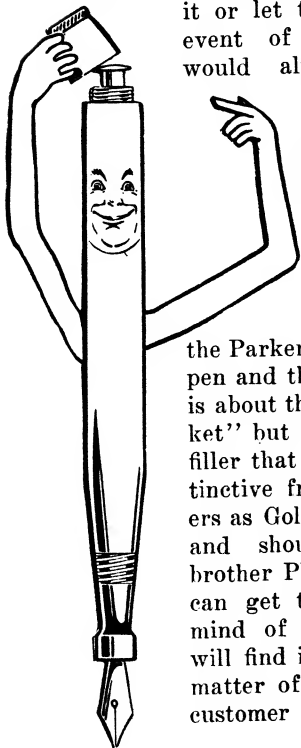
Don't let today go by without thinking seriously on this subject.

You have the pens, the prestige, the endorsement; you have the backing of the Parker Pen Company with its high class advertising, appealing to the most refined and critical class. You have everything except possibly the right thought. Have you got that? If not, just get that into your mind. Give your enthusiasm a chance to break out and warm up other people, and you will sell all the Parker Pens you want to.

FOR SENATOR

Did you know that Janesville is the home of a very live candidate for the honors of United States Senator? Mr. M. G. Jeffris is the man who was nominated for that position to run against Senator LaFollette. You know in Wisconsin we vote direct for Senator and therefore expect to elect Mr. Jeffris.

Mr. Jeffris happens to be a very warm friend of the writer who would naturally like to see him elected Senator. He is a fine type of man; aggressive, wide-awake, companionable, a forceful speaker, a lawyer and probably one of the best in the country. “Mac” as he is known to his friend is one of those “square deal fellows” whose type is not so common as we would like to see.



SOME ODD SIGNS



PARKER

EASY TO FILL

Any dealer who wants to put up a Parker Pen sign on the door or window in colors can have one of these and welcome by simply making his wants known. One of the signs reads, "Parker Lucky Curve Pens, SELL because they EXCEL," and the other reads simply, "The Parker Lucky Curve Fountain Pen." In order to designate which sign is desired describe it as the translucent sign with lettering preferred. They probably will not last long as we have only two or three hundred of them.

Still another sign. We have the "Funny Man" sign in a very neat mahogany colored frame. Any dealer who will give it a prominent place permanently in his store can have one of them. This is 20 inches by 30 inches.

We have still another sign which is known as the "Summer" sign. These are already for hanging up and are more or less of a permanent sign, size 16 inches by 22 inches.

Of course you know we have the big iron sign, which is really sort of a billboard proposition, three feet by five feet, painted on iron and in colors. We have seen these on the side of a building and over a door and they certainly show up great. They last for years. Any good dealer can have one of these by paying transportation charges from Chicago. These signs cost several dollars each.

"Our doubts are traitors and make us lose the good we oft might win—by fearing to attempt." Shakespeare.

PEN A DAY CONTEST.

This was certainly a splendid exhibition of friendly rivalry. As noted elsewhere in PARKERGRAMS Mr. H. S. Hart took the first prize of \$20.00 in class A, having sold 42 pens in the two weeks.

A. P. Lundborg, Massachusetts, won second prize, \$10.00, his record being 29 pens.

Mr. A. M. Fischer, San Antonio, Tex., won third prize, and Mr. W. E. Barnes, Corning, N. Y., fourth prize.

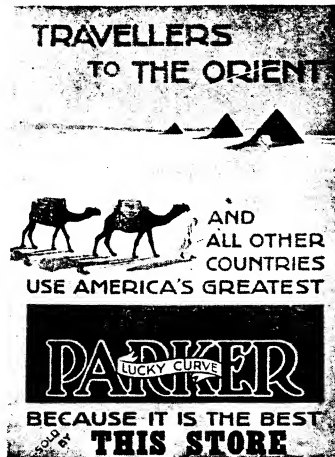
In Class B, namely, towns from 2,000 to 10,000 no one qualified, although there was quite a number of contestants.

In Class C, towns under 2,000, the records were fine. First prize of \$20.00 went to McGary's Pharmacy, Mars, Pa., who sold 34 pens in the required time.

Second prize went to Austin & Horner, Tuckerton, N. J. and third prize to Mr. John League, Gassaway, W. Va.

It is our intention to put on another contest in the near future and we hope that there will be many more contestants. A little friendly rivalry always is more or less of a stimulus.

Our best wishes to the resourceful and energetic wide-awake dealers and their salesmen who won out in this contest.



ORIENTAL POSTER

This cut is a reproduction of a very beautiful Oriental Poster we have waiting for you. It is 25x34 inches in beautiful colors.

Did you know the pyramids of Gheizd are the largest in the world? Located just a few miles out of Cairo, Egypt, just on the edge of the Sahara desert. The largest pyramid is so big as to be almost unbelievable. It is said to cover 13 acres. Is 451 feet high and is all made of immense cut stone, for the most part about 4x6 feet. Built thousands of years ago. Yet today its construction is one of the engineering marvels of the age.

You will find the poster not only a fine advertisement, but a real work of art. By the way, it shows the sphinx and its relative location to the pyramid. The poster is drawn from a photograph taken by the writer when in Egypt two years ago. The camels and driver are taken directly from a photo.

The Parker Bakelite or transparent fountain continues to be a big seller. It comes in the \$3.50, \$4.00 and \$5.00 styles.

No stock of Parker Pens is complete without some of these. We even sell more of the transparent barrel as self fillers, although you cannot see the ink. It does show the self filling mechanism and enables the owner to see just how the "funny man" works his appendix to fill.

PLEASE REMEMBER

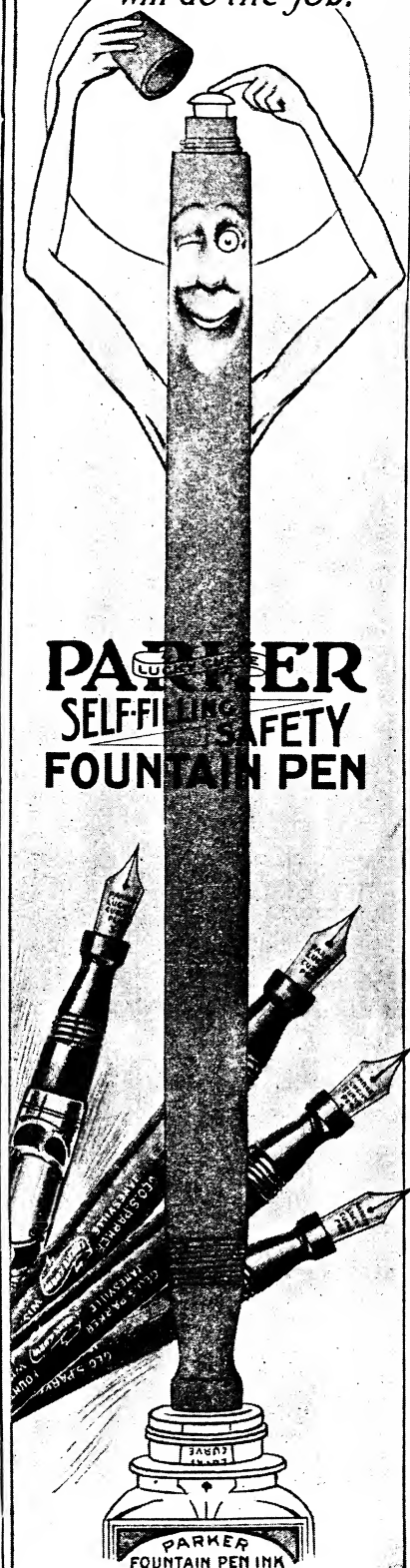
Is it not well to remember that there is absolutely no season for selling pens? That **SUCCESS LIES WITHIN REACH** but it requires effort and good determination.

Any man who has a goodly determination need never fail.

The writer tries to do so every day and finds increased pleasure in so doing.

Therefore, **YOUR FUTURE IS WHAT YOU MAKE IT.** Get inoculated with the serum, endeavoring to make each day's results better than the preceding one.

*Just press the nob
The Funny Man
will do the job.*



Nine out of every ten Parker Pen buyers now specify this Pen —

Because—

It's a Safety and Self-filling pen combined. It can be carried in any position.

There are no slits, slots or holes in the wall of the barrel, thus preventing the accidental escape of ink. The pen point is always moist and ready.

All sizes—\$2.50, \$3, \$4 and \$5.

Parker Pen dealers everywhere. Catalog free.

EFFICIENCY ENGINEERS—OFFICE MANAGERS—equip your office force with Parker Fountain Pens and save at least \$15 a year per person in time, increased output and added efficiency.

PARKER PEN CO., 90 Mill St., JAMESVILLE, WIS.



Another full column advertisement going to work for you — for your store

The Saturday Evening Post of June 3rd will carry this message of the Parker Safety Self Filler to people that pass your store every day.

Tie up to it. Display the PARKER advertising you have. Run PARKER ads in your newspaper and sell more PARKERS.

Every sale of this pen means another friend and booster for your store.

Yes, you will also find this same advertisement in the Youth's Companion, the American Magazine for June, and a little later in Leslie's, Colliers and others.

How Mr. Hart sold \$142.25 worth of, Read this reprint of his letter and see th

For 15 years, Agent for
Parker Fountain Pens

I Teach Watches to tell the Truth

Oldest Jeweler in Shreveport
Longest in Business
Here 23 years

H. S. HART

Watchmaker, Jeweler and Engraver

Diamond Setter

IMPORTER AND DEALER IN

Diamonds, Watches and Jewelry

Precious Stone and Semi-
Precious Stone Expert

308 Texas St.
Old Phone 441

SHREVEPORT, LA., 4/26, '16

Parker Pen Co.
Janesville, Wis.

Gentlemen:--

Two more days, and if they pan out in proportion to today and yesterday, we should be in the front rank.

My plan of sending out pens on trial is a success, the possibilities of pen selling was not thought of, it took something like a contest to bring out the best there is in it.

I had that plan in my head for quite awhile, but delayed it from time to time until this contest hastened the action.

Eight pens sold today, and some high priced ones, the new lot that came in today were the ones sold, the \$4.00 and \$5.00 and one \$6.00.

C. H. Campbell who is entered in the contest one of the clerks, is Mrs. and my oldest daughter, and she is way ahead, she took out most of the ones we sent out on trial, and she has been making the collections, and she has developed into a "Hot Member" as a pen seller. When she goes into the offices the first greeting she gets is, You have come for your pen; No, I just called to see how you like it, and of course you do not want to part with it; or a line of similar con, and she makes them stick, besides catching a sale now and then to some she has not seen before.

We have calls in the store right along, and one man came in and bought two \$4.00 pens without any superfluous talk or argument. She sold a fine little \$6.00 one today to Mr. Signor, who was the first to buy one during the contest, and he has bought fully a dozen from me from time to time during the past years, he is a Parker Pen enthusiast, converted from a ---- by me, several years ago.

Tomorrow she is going to call on about 25 or 30 who have pens on trial, and we are looking for a big day on pens. The scheme is so good, that we are going to continue sending out pens as long as there is an office or business place in the city that has not had a chance to try one; it will pay well all through the year, and it will take a year to cover the territory, and by that time it will be time to start over.

After we finish this 15 day selling, PARKER PENS WILL BE ON THE MAP, in Shreveport, and no one can get by the store without knowing that Parker Pens are sold there, unless it be a blind person, and its so loud that he might realize that he was in the vicinity of them.

I certainly wish dealers would sell pens, create your manufacturing might instill it into them, and have a lot of them to see that it is, main thing for dealers, sales they make, that I be doing business for them they have made over a hundred than it is to sell watches, glass, knives and forks, PARKER FOUNTAIN PENS, and talk about them, and then you have an answer to me: I tell them that if it is either get your money or only one exchange, but it sounds like inviting to a hundred that will ever advance the argument there no difference, SEND IT is right for you with the would much prefer you to with it, they know they not want any one in the it that is not perfect. my organization is prett other mdse.

This letter is before supper, which accounts for time during business hours hope you will pardon me length, but I am enthusiastic about it. The next letter the 15 day game, and I am size town, and if some ideas, and worked the next reaching my size, and I believe in advertising profits with the papers. are as good or better as we delivered them in person.

On our sheet of those buying the pen, in size of this letter paper it, and I wish I would have them to sign their names.

After this is all out double size and tell sales.

PARKER Pens from April 14 to April 28.

the signatures of some of the people he sold

For your sake that the 50 percent of your I do, as you say you would have to in-facilities three hundred percent. You r systems by having a contest every now and selling plans to tell them about, and get ey in their pockets as well as yours; the er all is the profits they make on the at that they are in business for, not just to r health, when they sell a hundred pens, red dollars, and its no harder to sell pens s, scarf pins, cuff buttons, chains, cut spoons etc., in fact its easy to sell one has to do is to learn to handle and e are so many good points to talk about that y objection; the strongest point I have is, not Absolutely Satisfactory, bring it back, change it for one that suits you, and not age it as often as you like; all of that tie, but it is not, for there is not one in think of coming back to exchange; strangers they are not here, to them I say that makes ET TO THE PARKER COMPANY, they will make it latest of pleasure, in fact the company lend it to them if there is anything wrong ave the best pen in the world, and they do rld to have a pen with the name Parker on Those kind of talks get them. I think strong when it comes to selling pens, also

written at home after hours, and after its extreme length, I could not take the to write a letter of this size, and I drawing it out to such an abnormal over the pen business and love to talk er will contain my report of sales during e it will show up as well as any in this ers have not thought up some good selling papers strong, they will have a hard time re not spent much on advertising either, ut do not believe in spending all of my Form letters, (which we make ourselves) ms, and cost nothing but the paper, and n, so that good adv. was cheap. s record, we have gotten the signatures of st cases, I ruled up a sheet of paper the ut have had to paste another sheet on to to paste another, did not think of getting first, it was an after thought.

er, I would like to see the Parkergrams come the different schemes used to promote

the meantime, I remain
H. S. HART

Established 1893
For 15 years, Agent for Parker Fountain Pens
I Teach Watches to Tell the Truth
Oldest Jeweler in Shreveport
Longest in Business - Here 23 years.

H. S. HART,
Watchmaker, Jeweler and Engraver.

Diamond Setter

IMPORTER AND DEALER IN
Diamonds, Watches and Jewelry

Precious and Semi-Precious
Stone Expert

308 Texas Street
Old Phone 941

SHREVEPORT, LA., April 28th 1916.

Monday 4/10 - 10 pens
Tuesday 4/11 - 12 pens
Wednesday 4/12 - 10 pens
Thursday 4/13 - 8 pens
Friday 4/14 - 12 pens
Saturday 4/15 - 12 pens
Sunday 4/16 - 12 pens
Monday 4/17 - 12 pens
Tuesday 4/18 - 12 pens
Wednesday 4/19 - 12 pens
Thursday 4/20 - 12 pens
Friday 4/21 - 12 pens
Saturday 4/22 - 12 pens
Sunday 4/23 - 12 pens
Monday 4/24 - 12 pens
Tuesday 4/25 - 12 pens
Wednesday 4/26 - 12 pens
Thursday 4/27 - 12 pens
Friday 4/28 - 12 pens

Sales Record, of Parker Pens during contest, Apr. 12th, to 28th.

Date	Buyers	No. & Kind of pen.	Salesman	Price.	Signature
1	W. H. Anderson	20 S. F. - J. K. D.	W. H. Hart	2.50	Business under Small Column
2	12 S. F. - J. K. D.	"	W. H. Hart	5.00	(See #23 page 1)
3	13 E. R. Oinger	*30 " " " "	W. H. Hart	2.50	Insurance
4	13 C. V. Highland	20 1/2 " " " "	W. H. Hart	2.50	Insurance
5	14 C. V. Highland	23 " " " "	W. H. Hart	3.00	(See page 1)
6	15 W. H. Bunting	20 1/2 " " " "	W. H. Hart	2.50	(See page 1)
7	16 C. V. Highland	20 1/2 " " " "	W. H. Hart	4.00	Insurance
8	17 John Nichols	23 " " " "	F. Wilson	3.00	F. P. White Works
9	18 John Nichols	23 " " " "	C. Campbell	5.00	Pres. C. C. Co.
10	19 C. V. Highland	23 " " " "	C. Campbell	3.00	Richardson & Co.
11	18 J. M. Houghton	20 1/2 " " " "	C. Campbell	3.50	American Engr.
12	18 H. B. Nelson	50% S. F. - J. K. D.	C. Campbell	5.00	Shelby
13	4/18 Simon Muma	*20 S. F. - J. K. D.	C. Campbell	2.50	Attorney
14	4/18 W. H. Bunting	*20 S. F. - J. K. D.	W. H. Hart	2.50	Widow
15	4/20 G. P. Driller	*20 S. F. - J. K. D.	C. Campbell	2.50	Colonel Headover
16	4/20 J. C. Ranagan	*20 S. F. - J. K. D.	W. H. Hart	2.50	Truss Co.
17	4/21 C. V. Highland	20 1/2 " " " "	C. Campbell	2.50	Oil Co.
18	4/21 F. F. Parker	*16 S. F. - J. K. D.	W. H. Hart	6.00	Real Estate
19	4/21 C. V. Highland	*20 1/2 " " " "	W. H. Hart	3.50	Pres. 1st Nat. Bank
20	4/21 G. P. Chase	*23 " " " "	W. H. Hart	3.00	Ins. Agent
21	4/21 J. C. Ranagan	*20 1/2 S. F. - J. K. D.	W. H. Hart	2.50	W. H. Bunting
22	4/21 J. M. Houghton	*24 1/2 " " " "	C. Campbell	4.00	Del Rio Texas
23	4/21 W. H. Bunting	*23 " " " "	W. H. Hart	3.00	C. Campbell
24	4/21 S. F. - J. K. D.	*20 1/2 " " " "	W. H. Hart	2.50	Capitalist
25	4/21 J. M. Houghton	*16 " " " "	W. H. Hart	6.00	(See page 1)
26	4/21 W. H. Bunting	*25 1/2 " " " "	W. H. Hart	5.00	Chpt. Sign. Co.
27	4/21 F. F. Parker	*24 1/2 " " " "	W. H. Hart	4.00	"
28	4/21 J. M. Houghton	*20 1/2 " " " "	W. H. Hart	2.50	Oil Operator
29	4/21 W. H. Bunting	*23 " " " "	W. H. Hart	3.00	P. & F. Ins. Co.
30	4/21 W. H. Bunting	*20 1/2 " " " "	F. Wilson	2.50	F. P. White Works
31	4/21 J. C. Ranagan	*23 1/2 " " " "	W. H. Hart	3.00	"
32	4/21 J. M. Houghton	*20 " " " "	W. H. Hart	2.50	Banker
33	4/21 W. H. Bunting	*20 1/2 " " " "	C. Campbell	2.50	Richardson & Co.
34	4/21 A. B. Yarnum	*20 1/2 " " " "	W. H. Hart	2.50	Monument Works
35	4/21 E. R. Oinger	*20 1/2 " " " "	W. H. Hart	2.50	Pres. C. C. Co.
36	4/21 Ed. Neild	*23 " " " "	W. H. Hart	3.00	Architect
37	4/21 W. H. Bunting	*20 1/2 " " " "	W. H. Hart	2.50	Shedman Storage
38	4/21 F. F. Parker	*20 1/2 " " " "	W. H. Hart	2.50	"
39	4/21 Dan Sherrill	*20 Bakelite	W. H. Hart	3.50	R. R. Emps.
40	4/21 Carl Levent	*48 S. F. - J. K. D.	C. Campbell	8.00	Shampo Ark
41	4/21 S. Caspari	*23 S. F.	W. H. Hart	3.00	Oil Leaser
42	4/21 Dr. Schwartz	*14 Silver	W. H. Hart	5.00	Dr. Schwartz

142.25

Condensed Price List of Parker Pens



No. 20. Parker Jack Knife Safety Self-Filler (or regular). Price \$2.50. Medium or full length. Fancy chased barrel when so desired.



No. 23 1/2. Parker Jack Knife Safety Self-Filler (or regular.) Price \$3.00. Medium or full length. Fancy chased barrel.



No. 24 1/2. Parker Jack Knife Safety Self-Filler (or regular). Price \$4.00. Medium or full length. Bakelite Transparent Barrel \$1.00 extra.

The above three cuts slightly reduced in size



No. 25 S. R. Jack Knife Safety. Long Barrel. Price \$5.25 including Ring.



No. 20 1/2. Price \$3.50. Parker Jack Knife Safety, Self-Filler or regular as wanted. Two gold bands.



SPECIAL NOTICE:—Any Parker Jack Knife Safety Cap may be fitted with ring to attach chain. Above cut shows No. 20 1/2 Jack Knife Safety so fitted. Price of ring in addition to pen 25c. Very popular and adds much to the looks of the fountain pen.



No. 51. Price \$3.50. Furnished in new Self-Filler at same prices. This is very plain with a filled gold or sterling silver ornament in center of barrel for name. It is so unique that it has already become a decided favorite.



No. 50. Price \$5.00. Furnished in new Self-Filler at same prices. Neat and attractive barrel perfectly plain cap crowned with white surrounded by gold-filled band. A dignified, yet rich looking pen that is highly prized by many. **No. 50 1/2.** Same as No. 50 with chased barrel and cap, \$5.00.



No. 16. Jack Knife Safety. Gold Filled Mountings. Price \$6.00. Regular or baby size.



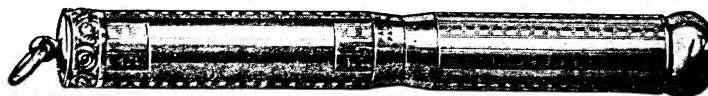
No. 42 1/2. Price \$4.50. With Level Lock Clip \$4.75. This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name. **Furnished in New Self-Filler at same prices.**

This New Shaped PARKER Safety Fountain Pen

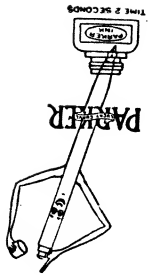
Especially designed for a Graduation Present or a Birthday Gift

No. 70. Price \$12.50

Collapsible. Upper cut shows pen when closed; lower when open ready for writing. Covered with finest 18K plate. Its exclusive design as well as beauty makes it an especially appropriate gift. Handsome case with each pen.

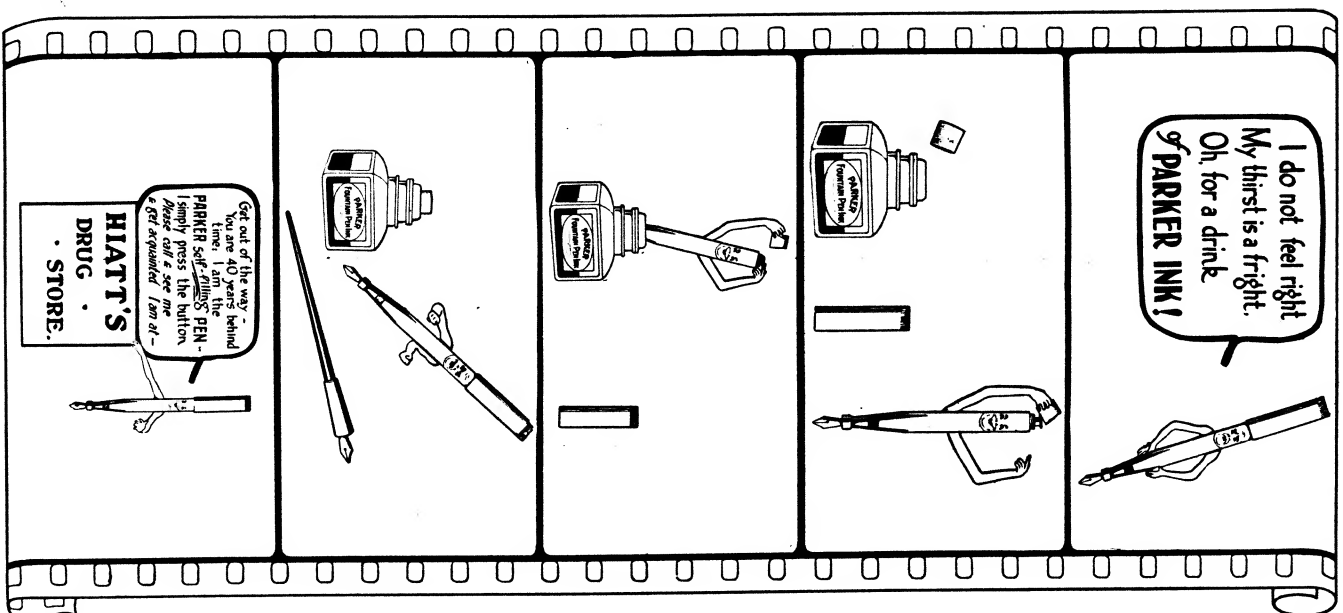


ASK FOR COMPLETE CATALOG



VACATION TIME—PARKER PEN TIME

PARKERGRAMS



And the Funny Man film was roundly applauded-it pays!

That's the essence of the letters we get from Dealers who have shown this PARKER Funny Man moving picture film.

It takes with the public because it is humorous and interesting too.

It shows just how easy this new Parker is filled. Filled with the simple touch of a button.

Tie up to the national advertising of Parker Pens—use this film along with other strong store advertising and you'll see your pen department show a really nice profit sum. Then you'll think more of the pen proposition and profit accordingly.

The rental price of this film is but \$2.50 which includes your name and address right on the film.

This is a big sales help and you too should use it.

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